Basic information

May

App Role: Customer

- 44 years old
- Customer Service Officer in a MNC
- Wembley, London
- Loves getting best deals

Bio

May is a customer service officer in a MNC. As her role requires, she is patient and yet resourceful in finding solutions to her customer's problems. Likewise, she has high expectations on others as well as other applications that she might use. She expects them to be quick, stable, robust and fit her requirements. She does not own a car so has had to rely on transport booking applications to get to places whenever the public transport is down. That has happened more than twice just in the last week for May.

Single, not married

Loves her job

High expectations on applications

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

More about May

Interests

- Loves solving problems, be it at work or anywhere else
- Loves hitting the gym on her spare time
- Avid book reader, has a few library subscriptions

Influences

- Forums such as Reddit
- Technology
- UI / UX trends (loves reading up on them)

Goals

- Reach work on time
- Wants to save up to buy her own place
- Wants to have spare time for her hobbies

Needs and expectations

- Wants a stable ride that she can trust will be on time
- Wants to pay the lowest possible price, not one with high surges all the time
- Wants to be able to select the type of car for her ride

Motivations

- Sick of paying high prices all the time for transport booking apps
- Does not like the current models where users get penalized for canceling rides

Pain points and frustrations

- Wants to influence the app's features to derive cheap, stable and quick rides
- Wants to have app alternatives to choose from so she can pay cheaper rates